

**Object:**

The present application provides a light-shading material including a light-shading region on its partial or entire area, wherein a display or a decoration such as designs, letters or coloring, visible from its front surface and back surface, is made especially on such a light-shading region, so that one can not be prevented from seeing through the light-shading material from indoor to outdoor.

**Means:**

The present application provides a colored and designed light-shading material for a window, which comprises a transparent substrate such as a plastic sheet or a glass plate, and a plurality of desirably shaped fine net-like, dot-like or line-form light-shading portions formed on a part or a whole of the transparent substrate by laminating a first colored layer and a primer masking layer, or a first colored layer, a primer masking layer and a second colored layer in this order. This light-shading material is characterized in that at least the primer masking layer of the group of the light-shading portions has a graduated region in which the optical density is gradually and continuously varied.